

Message Text

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70

ACTION AF-08

INFO OCT-01 ISO-00 EB-07 /016 W
----- 100056

R 201259Z SEP 76
FM AMEMBASSY LAGOS
TO USDOC WASHDC
INFO SECSTATE WASHDC 6849
AMCONSUL IBADAN
AMCONSUL KADUNA

UNCLAS LAGOS 10769

FOR BIC/OIM/MILLER

E.O. 11652 : NA
TAGS : BEXP, BTIO, NI
SUBJ : BUSINESS SERVPCES: COSMETICS DEMONSTRATION

1. EMBASSY ARRANGING ONE-DAY DEMONSTRATION OF AMERICAN COSMETIC PRODUCTS NOV. 13 AT IKOY HOTEL. FIRMS ALREADY COMMITTED ARE REVLON, AVON, JOHNSON PRODUCTS. FLORI ROBERTS IS POSSIBILITY. ALTHOUGH COSMETICS AND PERFUMERY MANUFACTURE IS PROPOSED ADDITION TO SCHEDULE I (100 PER CENT NIGERIAN) NIGERIAN ENTERPRISES PROMOTION DECREE 1972, THERE IS LARGE MAKET.

2. ACTION REQUESTED:

A. PLEASE INFORM GEORGE JOHNSON, JOHNSON PRODUCTS, INC., 8522 S. LAFAYETTE AVENUE, CHICAGO, ILL. 60620, TEL. 312-483-4100 THAT WE NEED AT LEAST TWO SAMPLES OF EACH PRODUCT HE WANTS PROMOTED. WE WILL DISCUSS THE DEMONSTRATION WITH HIS NIGERIAN MARKETING MANAGER, TONY BANKS.

?. IF OTHER COSMETIC FIRMS ARE INTERESTED IN SENDING SAMPLES AND/OR CATALOGUES WITH ORDER BLANKS, HAVE THEM AIR-POUCHED TO GLORIA BOZEMAN, LAGOS, DEPT. OF STATE, WASHINGTON, D.C. 20521, PROMINENTLY LABELLED QTE URGENT-PROMOTIONAL MATERIAL FOR NOV. 9 DEMONSTRATION UNQUOTE.

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